



**A STUDY ON THE FACTORS THAT  
INFLUENCING THE SALES PERFORMANCE OF  
CORPORATE SALES UNIT (CSU) IN M3  
TECHNOLOGIES ASIA BERHAD (M3 TECH)  
BETWEEN 2007-2009.**

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**APRIL 2009**

## **DECLARATION OF ORIGINAL WORK**



### **BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS FACULTY OF BUSINESS MANAGEMENT MARA UNIVERSITY OF TECHNOLOGY BANDAR MELAKA**

#### **Chapter 1 “DECLARATION OF ORIGINAL WORK”**

I, MOHD SYAHRYZAL BIN AWANG KECHIK, I/C Number: 830806-03-5513

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

17<sup>th</sup> APRIL 2009

The Head of Program,  
Bachelor of Business Administration (Hons) International Business  
Faculty of Business Management  
Universiti Teknologi MARA  
Melaka City Campus  
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Dear Sir,

### SUBMISSION OF PROJECT PAPER (IBM 662)

Attached is the project paper title **“Factors Influencing the Sales Performance of Corporate sales unit (CSU) in M3 Technologies Asia Berhad between 2007-2009”** to fulfill the requirement as needed by the faculty of Business Management, MARA University of Technology.

Thank you

Yours sincerely

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## **ABSTRACT**

From its early starts, M3 TECHNOLOGIES (ASIA) BERHAD ("M3 TECH") formerly known as AKN Messaging Technologies Berhad ("AKN MTECH") was incorporated in Malaysia on 6<sup>th</sup> May 1999 under the Companies Act 1965 as a private limited company as was subsequently converted to a public listed company on 20<sup>th</sup> June 2002.

M3 TECH is the first mobile content and applications developer to be listed on the Malaysian Stock Exchange MESDAQ market (stockcode: M3Tech) in 2003. The company has offices in Malaysia, Thailand, Singapore, China, Indonesia, Hong Kong and Pakistan is a leading mobile content provider in Malaysia, which provides a wide range of consumer, enterprise and partnership products and services, and is making inroads to being the leader in this industry, regionally. Over the years, M3 TECH has been involved in providing interactive mobile solutions for many credible corporations including banks, securities firms, insurance companies, and education centres and media houses.

Its regional subsidiaries have now also reached a mature level in their respective industries and reaping the fruits since incorporation. Each subsidiary is now at the forefront in their individual industry, ensuring the products offered compliments the technology trends and consumer demands. M3 TECH is focused on being a recognized leader in all its markets, delivering exceptional value to its customers and achieving sustainable growth in both local and international Markets.

Even though the achievement of M3 TECH look excellent on the paper actually is not going well for the M3 TECH as a states measurement. It was the reason why the researcher does for this research study. The main objective for

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